



Vision, Goals and Objectives

The following is the vision statement crafted for the City of Asheville as an overall guide to developing the proposed Asheville Greenway System. Goals which support this vision, and a series of objectives that would be implemented to achieve each goal, are also presented. The vision, goals and objectives were publicly presented, discussed, and refined to reflect the needs and desires of Asheville residents through the public involvement process of the Master Planning effort (see Summary of Public Input).



Vision

Historically, landforms and waterways have provided the reason for the location and development of the City of Asheville. People first came to Asheville to build a City near the confluence of two rivers, along which people lived, worked and played, and wildlife thrived. Through time, Native American trading routes became wagon trails which then became roadways across the land, connecting the City to other towns and bringing the people of the region together. The future of land and water corridors in Asheville should build upon these connections, with greenways serving to protect and promote the qualities of these corridors, places where:

land connects to water;
people connect to nature;
past connects to the present;
residents connect with each other;
community connects to economy;
people connect to parks;
home connects to work, school and shops;
and city connects to countryside.

Goals and Objectives

The following goals and numbered objectives serve to support the vision statement. These goal categories are representative of the benefits outlined in the previous chapter, and reflect a connections theme which has been voiced by many Asheville citizens. Although the goals are not listed in priority order, the objectives which were rated as most important by Asheville residents during community workshops are listed first.

Where Land Connects To Water

Goal: *Greenway corridors along Asheville's waterways will improve water quality and reduce the impacts of flooding on lives and property by providing a more appropriate use for floodplain lands.*

1. Restore degraded watershed, provide river and streambank stabilization, and promote enhancement of natural waterways to improve water quality;
2. Provide reasonable, adequate streamside vegetated buffers to filter pollutants and runoff;
3. Promote the use of native vegetation in greenway development;
4. Protect drinking water sources by conserving lands adjacent to surface water bodies;
5. Establish monitoring stations along greenways to measure water quality;
6. Promote a comprehensive management plan for floodplains that reduces exposure to future flooding and financial losses;



7. Help restore the quality of rivers and streams to levels suitable for recreational contact;
8. Promote the use of soil bio-engineering techniques in streambank stabilization;
9. Improve water quality by discouraging impervious surfaces in greenway lands;
10. Encourage the development of greenways within MSD corridors.

Where Nature Connects To People (and Nature)

Goal: *Greenway corridors will conserve plant and wildlife habitat and educate visitors on environmental issues.*

1. Protect, restore and maintain environmentally sensitive lands to support plant and animal habitat;
2. Provide public access to natural streams and reconnect the downtown with the River;
3. Connect fragmented ecosystems and habitat areas to maintain native habitat and viable plant and wildlife communities;
4. Establish “outdoor classrooms” along greenways to teach students about riparian and terrestrial ecology;
5. Provide interpretive signage along greenways to highlight the natural resources of the area;
6. Improve air quality in the region through promoting non-motorized forms of transportation;
7. Protect the native ecosystems of ridgelines and their viewsheds;
8. Connect ridgelines to nearby neighborhoods.

Where Past Connects To Present

Goal: *Greenway corridors will highlight and enhance significant historical structures, places and people as part of the local landscape.*

1. Provide interpretive signage along greenways to highlight the historic resources of the area (this could be accomplished by working with nonprofit organizations and local universities);
2. Preserve and restore historic buildings, sites, and archeological resources in the greenway corridors;
3. Connect historic and archeological sites to neighborhoods, parks, schools and other areas;
4. Restore and revitalize historic transportation corridors (railroads and roads) as greenway facilities.



Where Residents Connect With Each Other

Goal: *Greenway corridors will improve the quality of life for Asheville residents.*

1. Provide opportunities for fitness and wellness activities to improve health and physical well-being;
2. Promote greenways as “self-policing” facilities, where the potential for criminal activity is reduced due to the number of trail users and neighbors;
3. Connect neighborhoods within Asheville to other neighborhoods;
4. Promote Asheville’s greenways as the community’s “main street”, where residents and visitors can greet one another amidst pleasant surroundings;
5. Soften the negative impacts of heavily-used roadways through the development of greenways as natural buffers;
6. Provide greenways as places for community events;
7. Educate the general public about the benefits of greenways.

Where Community Connects To Economy

Goal: *Greenway corridors will improve the economic health of Asheville.*

1. Increase the value of nearby residential, commercial and industrial properties through greenway development;
2. Provide greenways as magnets for businesses seeking to relocate;
3. Greenways will promote appropriate land use of high hazard landscapes, reducing exposure to future financial losses, and providing a more cost effective method for managing these resource lands;
4. Establish greenways as tourist destinations;
5. Provide opportunities for economic growth through the creation of trail-related businesses (such as bike shops, restaurants, bed and breakfasts and plant nurseries);
6. Promote the efficient use of existing resources through developing greenways within utility rights-of-way.

Where People Connect To Parks

Goal: *Greenway corridors will improve opportunities for close-to-home recreation in Asheville.*

1. Provide greenway access to multiple users, including hikers, joggers, bicyclists, horseback riders, rollerbladers and wheelchair users;
2. Establish greenways as connections among schools, parks and other recreation facilities;
3. Provide greenways that are accessible to places where people live in Asheville.



Where Home Connects To Work, School and Shops

Goal: *Greenway corridors will provide alternative transportation facilities for residents and visitors to Asheville.*

1. Provide greenways as safe linkages between neighborhoods, businesses, schools and shopping areas within Asheville;
2. Promote bicycle- and pedestrian-friendly land use patterns in Asheville;
3. Establish on- and off-road greenway corridors to maximize alternative transportation opportunities;
4. Provide connections between greenways and transit facilities to promote alternative transportation modes;
5. Coordinate greenway development with state and local transportation agencies and projects;
6. Work with NCDOT to incorporate bicycle and pedestrian facilities into future roadway maintenance and improvement projects.

Where City Connects To Countryside

Goal: *Greenway corridors will provide a regional network of recreation and transportation routes.*

1. Protect and enhance the community's scenic beauty, including views and vistas of mountains, rivers, streams and lakes;
2. Establish greenways as connections between the downtown area and regional destinations, including the Blue Ridge Parkway, Pisgah National Forest and Biltmore Estate.
3. Provide "urban green" in the downtown area through on- and off-road greenway development;

